



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/31 thru 11/06.
 (prices in dollars per carton)

Fri. Oct 31, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		45.2% of 22,900 stores				46.2% of 22,900 stores				32.9% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	40	2.99	610	1.38	110	2.99	260	1.47	160	2.50	1,000	1.35
	White 18 pack			2,480	2.64			1,440	2.46			1,690	2.49
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.98	2,520	1.53			680	1.56	140	2.19	1,120	1.18
White 18 pack	1,750			2.06	1,970			2.53	1,010			2.09	
Brown 12 pack												10	1.99
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			180	3.99	80	3.99	330	3.96			560	4.15
	OMEGA-3												
	White 12 pack	180	2.77	1,160	2.55	910	2.70	740	3.00	20	2.55	1,650	2.46
	Brown 12 pack			60	3.03			150	3.74			240	4.16
	CAGE-FREE												
	White 12 pack			240	2.21			460	2.70			60	2.99
Brown 12 pack			520	2.83	110	3.39	1,850	3.06			810	2.09	
VEGETARIAN FED													
White 12 pack			10	2.39			140	1.94	60	2.50	80	2.50	
Brown 12 pack			80	2.46	80	2.50	470	3.27	30	2.99	170	2.64	

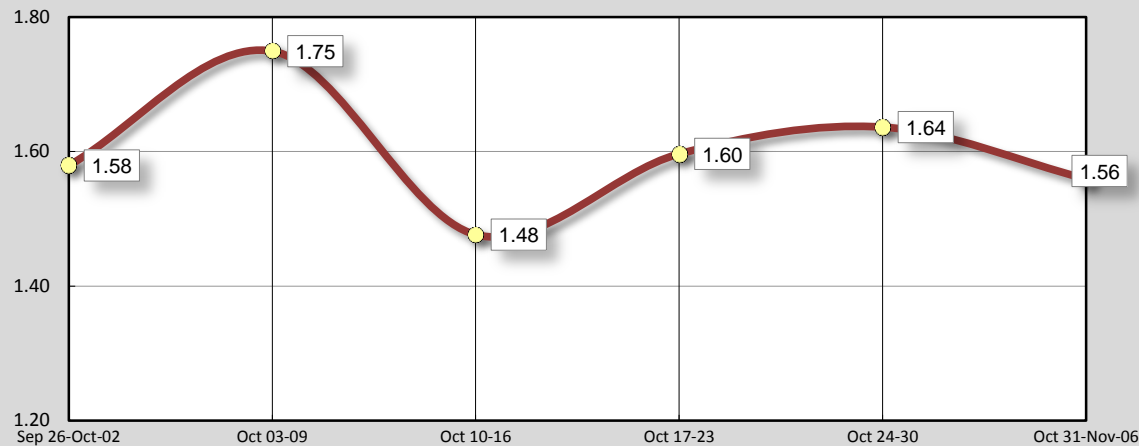
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	7,410	4,460	5,130	Large Eggs on Sep-02-2014
Specialty	2,440	5,320	3,680	
Total (includes MD)	10,220	9,880	8,910	559.6
Special Rate 4/:	6.0%	10.8%	1.7%	up 4.6%

5/ 1,000's of 30-doz cases

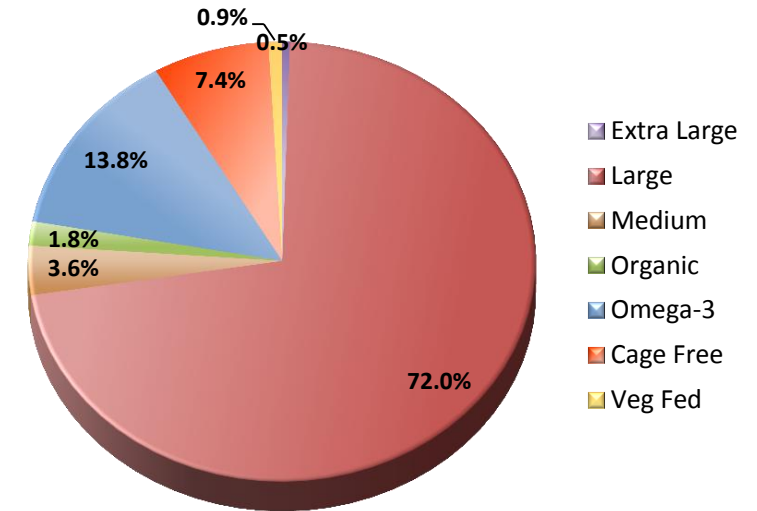
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for specialty shell eggs is considerably lower as retailers are getting into the holiday baking mood and are filling their circulars with ads for regular shell eggs. Nearly two-thirds of promotions are for regular shell eggs and the average price of Large White eggs, Grade A or better, to consumers declines. The percentage of "no price" specials is less than a week ago. Ads for Extra Large remain sporadic, however ads for Medium eggs are beginning to appear. Omega-3 eggs are the most advertised specialty type egg this week. All others in the category are limited. Liquid egg products are seeing a boost in promotional activity, especially in the Southeast where 14-16 ounce cartons are a popular offering.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		52.2% of 4,700 sampled outlets Activity Index = 2,510 (includes Medium)						36.2% of 5,900 sampled outlets Activity Index = 1,190 (includes Medium)						46.5% of 4,200 sampled outlets Activity Index = 2,520 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack				2.49	80	2.49				2.49	40	2.49				0.99 - 1.25	190	1.00	
	White 18 pack												2.69				10	2.69		
	Brown 12 pack																			
MEDIUM		White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.99	660	1.58				1.50 - 1.99	430	1.57	1.98 10 1.98			0.99 - 2.00	800	1.51	
	White 18 pack				1.98 - 2.49	620	2.19				1.99	430	1.99				1.88 - 1.99	550	1.99	
	Brown 12 pack																			
MEDIUM		White 12 pack						White 12 pack			1.25 - 1.50 70 1.28			White 12 pack			0.98 - 1.25 240 1.12			
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3		2.99 140 2.99	2.33 - 2.99	540	2.70	2.33 210 2.33	1.99 - 2.79	310	2.64										
			2.99 10 2.99	2.99 - 3.50	40	3.22	2.99 10 2.99													
	CAGE-FREE														2.00 - 2.50 170 2.09 2.00 - 3.19 240 2.41					
	White 12 pack																			
	Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			
			2.50 60 2.50																	
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		38.6% of 4,200 sampled outlets Activity Index = 1,710 (includes Medium)						52.0% of 2,800 sampled outlets Activity Index = 1,440 (includes Medium)						64.2% of 1,200 sampled outlets Activity Index = 850 (includes Medium)						
USDA GRADE AA	White 12 pack				1.80	10	1.80	2.99 40 2.99			1.50	170	1.50				1.25 - 1.99	240	1.59	
	White 18 pack				1.88 - 2.69	800	2.22				1.99 - 3.49	1,090	3.05				1.59 - 2.69	460	2.42	
	Brown 12 pack																			
MEDIUM		White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.29 - 1.50	440	1.48				1.50	130	1.50				1.50	60	1.50	
	White 18 pack				1.67 - 1.99	140	1.93										2.99	10	2.99	
	Brown 12 pack																			
MEDIUM		White 12 pack			0.95 - 1.00	50	0.98	White 12 pack			1.50	10	1.50	White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3		1.99 40 1.99	1.99	90	1.99				1.98	10	1.98								
				2.29	10	2.29														
	CAGE-FREE														2.50 70 2.50					
	White 12 pack																			
	Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			
			2.39	10	2.39															
		2.29 - 2.39	20	2.34																



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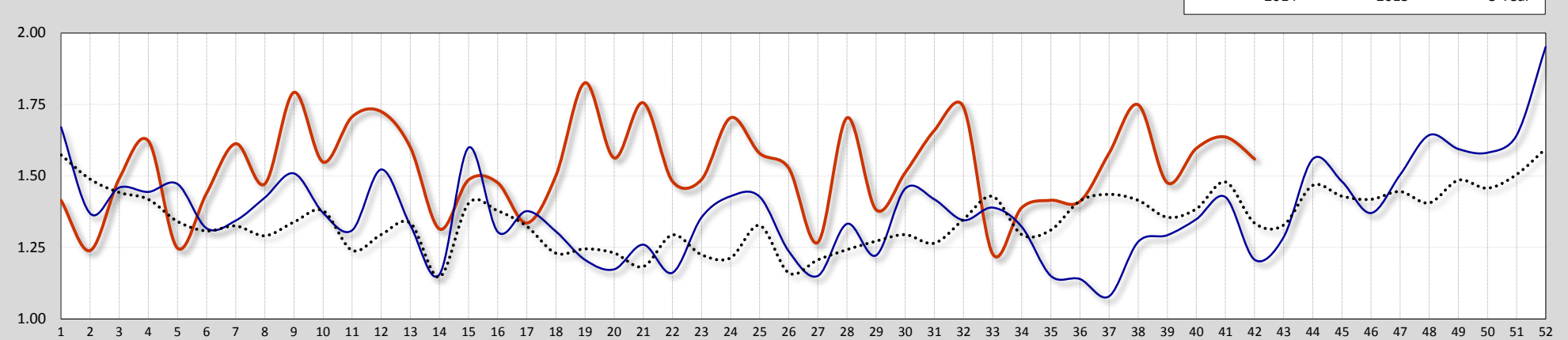
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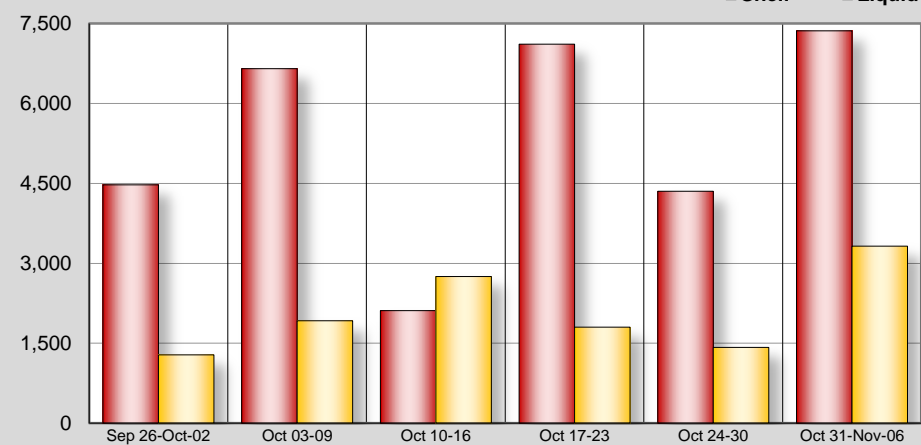
Fri. Oct 31, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.2%	5.3%	5.7%	16.1% of 4,700 sampled	35.1% of 5,900 sampled	1.1% of 4,200 sampled	3.1% of 4,200 sampled	0.3% of 2,800 sampled	0.5% of 1,200 sampled
2/ Activity Index	3,320	1,420	970	Activity Index = 1,110	Activity Index = 2,020	Activity Index = 40	Activity Index = 130	Activity Index = 10	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	2,740 2.46	920 2.65	740 2.63	2.29 - 2.50 530 2.48	2.00 - 3.29 2,020 2.42	1.94 - 2.00 40 1.98	3.00 - 3.29 130 3.17	2.39 10 2.39	3.49 10 3.49
32 oz. crtn	580 4.60	420 4.00	210 4.45	3.79 - 5.49 580 4.60					
3 - 4 oz. cup		80 2.50	20 2.50						
2 - 8 oz. cup									

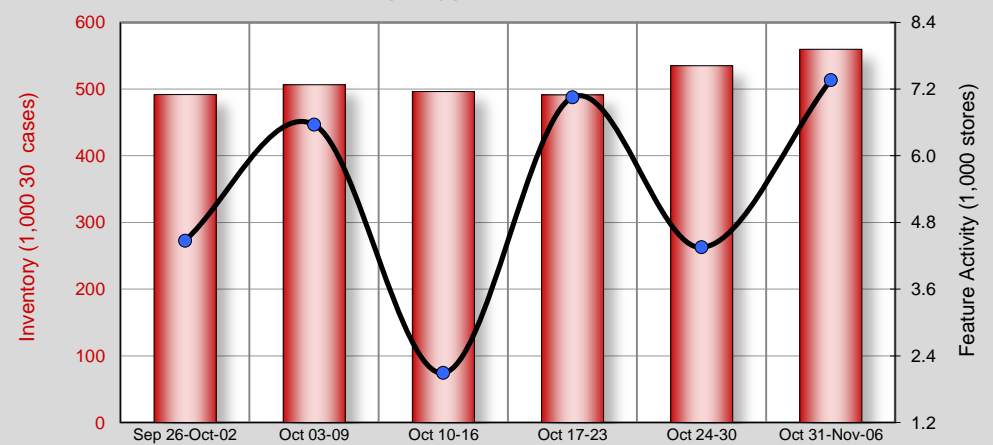
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460

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